

## Project Planning Phase

### Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)

Date	03 NOVEMBER 2023
Team ID	NM2023TMID06902
Project Name	Project - Irevolution: A Data-Driven Exploration Of Apple's Iphone Impact In India
Maximum Marks	8 Marks

#### Product Backlog, Sprint Schedule, and Estimation (4 Marks)

Use the below template to create product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Data Collection and Integration	USN-1	Gather data from various sources, including public databases and social media.	5	High	R.NANTHA KR.JAYA AKASH
		USN-2	Integrate data into a unified dataset for analysis.	3	High	G.PREMSHAGAR R.NANTHA
	Market share analysis	USN-3	Determine market share of each travel aggregator in terms of bookings and revenue.	5	High	KR.JAYA AKASH S.SITHI VI
		USN-4	Analyze market share trends over time to identify changes.	3	High	N.JALEEL R.NANTHA
Sprint-2	Customer Profiling	USN-5	Create detailed customer profiles for each aggregator's user base.	5	Medium	G.PREM SHAGAR N.JALEEL
		USN-6	Analyze demographic information, preferences, and behaviors for target segment identification.	3	Medium	S.SITHI VI KR.JAYA AKASH
	Pricing Strategies	USN-7	Analyze pricing structures and fluctuations among aggregators.	5	High	R.NANTHA G.PREM SHAGAR
		USN-8	Identify trends and their impact on market share and user preferences.	3	High	S.SITHI VI N.JALEEL
Sprint-3	User Experience and Satisfaction	USN-9	Evaluate user feedback, ratings, and reviews to assess the overall user experience.	5	High	KR.JAYA AKASH G.PREM SHAGAR
		USN-10	Identify areas for improvement based on user feedback.	3	High	KR.JAYA AKASH N.JALEEL

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
	Competitor Benchmarking	USN-11	Compare strengths and weaknesses of leading aggregators in various dimensions.	5	High	R.NANTHA S.SITHI VI
		USN-12	Identify gaps and opportunities for strategic improvement.	3	High	R.NANTHA G.PREM SHAGAR
Sprint-4	Digital Marketing Effectiveness	USN-13	Analyze digital marketing campaigns and social media presence.	5	Medium	N.JALEEL KR.JAYA AKASH
		USN-14	Assess the effectiveness of marketing strategies in attracting and retaining customers.	3	Medium	S.SITHI VI N.JALEEL
	Operational Efficiency	USN-15	Evaluate operational efficiency in terms of website/app performance.	5	Low	S.SITHI VI G.PREM SHAGAR
		USN-16	Measure search speed and data accuracy for each aggregator.	3	Low	G.PREM SHAGAR S.SITHI VI
Sprint-5	Emerging Trends and Technologies	USN-17	Identify emerging trends and technologies in the travel industry.	5	Medium	KR.JAYA AKASH N.JALEEL
		USN-18	Evaluate how each aggregator is adapting to or leading in these areas.	3	Medium	KR.JAYA AKASH R.NANTHA
	Recommendations	USN-19	Provide strategic recommendations based on the analysis.	5	High	N.JALEEL R.NANTHA
		USN-20	Offer actionable insights for potential areas of improvement and growth.	3	High	G.PREM SHAGAR KR.JAYA AKASH

**Project Tracker, Velocity & Burndown Chart: (4 Marks)**

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	16	6 Days	7 Sept 2023	12 Sept 2023	16	30 Oct 2023
Sprint-2	16	6 Days	14 Sept 2023	19 Sept 2023	16	
Sprint-3	16	6 Days	21 Sept 2023	26 Sept 2023	16	
Sprint-4	16	6 Days	5 Oct 2023	10 Oct 2023	16	
Sprint-5	16	6 Days	12 Oct 2023	17 Oct 2023	16	

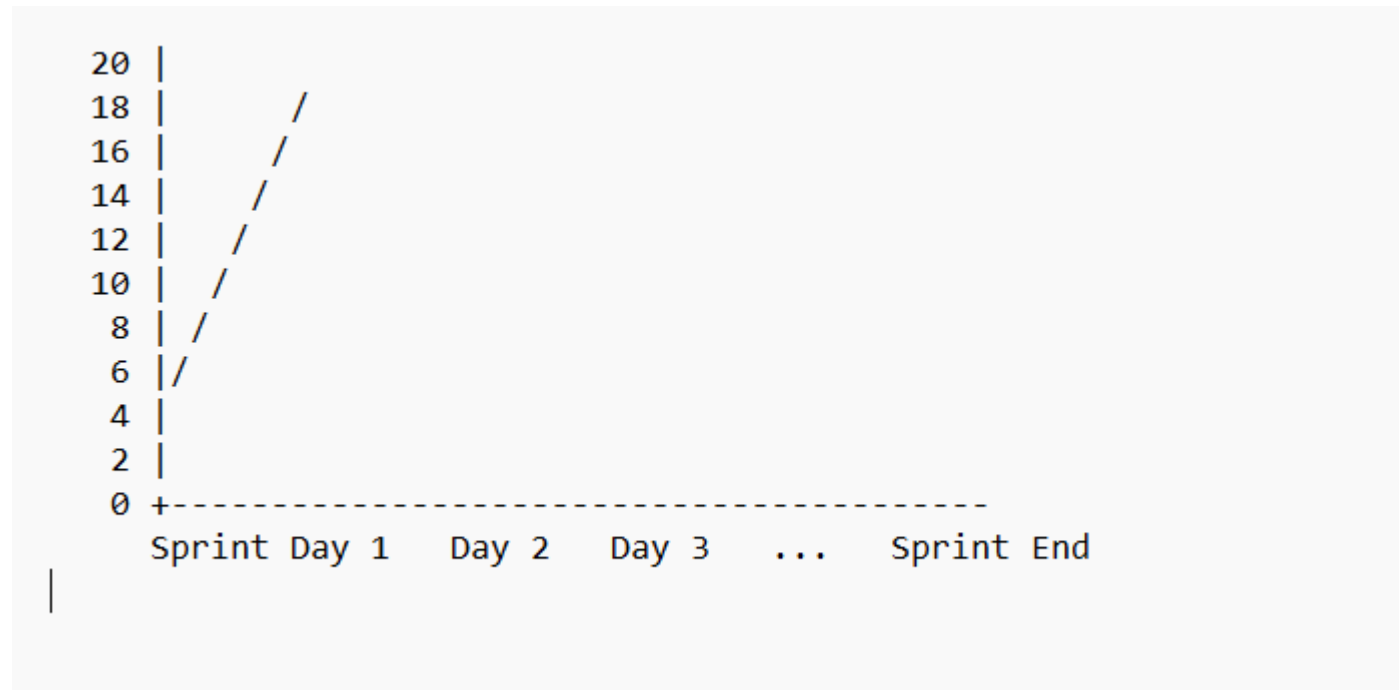
**Velocity:**

Imagine we have a 6-days sprint duration, and the velocity of the team is 16 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \frac{\text{Sprint duration}}{\text{Velocity}} = \frac{16}{6} = 2.67$$

### Burndown Chart:

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



<https://www.visual-paradigm.com/scrum/scrum-burndown-chart/>

<https://www.atlassian.com/agile/tutorials/burndown-charts>

**Reference:**

<https://www.atlassian.com/agile/project-management>

<https://www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software>

<https://www.atlassian.com/agile/tutorials/epics>

<https://www.atlassian.com/agile/tutorials/sprints>

<https://www.atlassian.com/agile/project-management/estimation>

<https://www.atlassian.com/agile/tutorials/burndown-charts>